

CONTRACT


WVIT
1422 New Britain Ave
West Hartford, CT 06110
(860) 521-3030

www.nbcconnecticut.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

Contract / Revision		Alt Order #
342495 /		
Product		
SENATE 2012		
Contract Dates	Estimate #	
10/30/12 - 11/06/12	1515	
Advertiser	Original Date / Revision	
LINDA MCMAHON FOR SENATE	10/17/12 / 10/17/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WVIT	Corey Lane	Philadelphia NS
Special Handling		
Demographic		
RA35+		
		Total Ratings
		42.00
IDB#	Advertiser Code	Product Code
1021		
Agency Ref	Advertiser Ref	
42748	20282	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
								Week					
N 1	WVIT	10/30/12	11/04/12	6-7A CT NEWS TODAY	6A-7A		1:00				NM	2	\$2,000.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	- 1 - 1 --	2									
	\$1,000.00		Rate	2.00									
N 2	WVIT	10/30/12	11/04/12	10-11A TODAY SHOW	10A-11A		1:00				NM	1	\$700.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	--- 1 ---	1									
	\$700.00		Rate	2.00									
N 3	WVIT	10/30/12	11/04/12	11-12P CT NEWS TODAY	11A-12P		1:00				NM	2	\$300.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	- 1 - 1 --	2									
	\$150.00		Rate	1.00									
N 4	WVIT	10/30/12	11/04/12	12-1P AH LIVE	12P-1P		1:00				NM	4	\$600.00
	IP												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	- 1 1 1 --	4									
	\$150.00		Rate	1.00									
N 5	WVIT	10/30/12	11/04/12	4-5P ELLEN	4P-5P		1:00				NM	1	\$900.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	-- 1 -----	1									
	\$900.00		Rate	2.00									
N 6	WVIT	10/30/12	11/04/12	730-8P ACCESS HOLLYWOOD	730P-8P		1:00				NM	2	\$3,200.00
	CDR												
	Start Date	End Date	Weekdays	Spots/Week									
Week:	10/29/12	11/04/12	- 1 - 1 --	2									
	\$1,600.00		Rate	3.00									
N 7	WVIT	10/30/12	11/04/12	11-1135P LATE NEWS	11P-1135P		1:00				NM	1	\$3,400.00
	CDR												

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbccconnecticut.com

Contract / Revision 342495 /	Alt Order #
Contract Dates 10/30/12 - 11/06/12	Product SENATE 2012
	Estimate # 1515
Advertiser LINDA MCMAHON FOR S	Original Date / Revision 10/17/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Week			Rate	Rtn	Type	Spots	Amount	
									Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
		Week: 10/29/12	11/04/12	-- 1 ---				1				\$3,400.00	2.00				
N 8	WVT	10/30/12	11/04/12	7-8A CT NEWS TODAY	7A-8A								1:00		NM	1	\$400.00
		IP															
		Start Date	End Date	Weekdays				1				\$400.00	2.00				
		Week: 10/29/12	11/04/12	-----S													
N 9	WVT	10/30/12	11/04/12	9-10A CT NEWS TODAY	9A-10A								1:00		NM	2	\$2,200.00
		CDR															
		Start Date	End Date	Weekdays				2				\$1,100.00	2.00				
		Week: 10/29/12	11/04/12	-----S													
N 10	WVT	11/05/12	11/06/12	6-7A CT NEWS TODAY	6A-7A								1:00		NM	2	\$2,000.00
		IP															
		Start Date	End Date	Weekdays				2				\$1,000.00	2.00				
		Week: 11/05/12	11/11/12	11-----													
N 11	WVT	11/05/12	11/06/12	10-11A TODAY SHOW	10A-11A								1:00		NM	2	\$1,400.00
		IP															
		Start Date	End Date	Weekdays				2				\$700.00	2.00				
		Week: 11/05/12	11/11/12	11-----													
N 12	WVT	11/05/12	11/06/12	11-12P CT NEWS TODAY	11A-12P								1:00		NM	2	\$300.00
		IP															
		Start Date	End Date	Weekdays				2				\$150.00	1.00				
		Week: 11/05/12	11/11/12	11-----													
N 13	WVT	11/05/12	11/06/12	12-1P AH LIVE	12P-1P								1:00		NM	2	\$300.00
		IP															
		Start Date	End Date	Weekdays				2				\$150.00	1.00				
		Week: 11/05/12	11/11/12	11-----													
N 14	WVT	11/05/12	11/06/12	4-5P ELLEN	4P-5P								1:00		NM	1	\$900.00
		CDR															
		Start Date	End Date	Weekdays				1				\$900.00	2.00				
		Week: 11/05/12	11/11/12	1-----													

Totals 42.00 25 \$18,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	25	\$18,600.00	\$15,810.00
Totals	25	\$18,600.00	\$15,810.00

Signature: _____ Date: _____

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